



Classified Recruitment Advertising Rates

Effective January 1, 2007

With the exception of ads ordered at Open rate, an Annual Advertising Contract is required.

See the General Information Booklet for holiday dates and rates.

Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at www.sacbee.com/advertiser/)

The Benefits of Annual Advertising Contracts

In today's economy, you want to make every marketing dollar count. And because your time is valuable, you need a system that's flexible. Our Annual Advertising Contract gives you that flexibility. Every dollar you invest in any of our products*, including sacbee.com/careerbuilder and direct marketing, counts toward your Annual Advertising Contract. You'll receive discounts based on your combined billings for all products. Whether you place your ads in full run or zoned run of paper, preprint or single sheet inserts, online or direct marketing, the total of all products combined is used to calculate your Annual Investment Level discounts. Your account manager will help you take full advantage of every product we offer so you can target your audience with the advertising message you choose, on a schedule and budget that works for you.

*The only dollars that do not count toward your Annual Advertising Contract are Pass Through Expenditures such as postage and agency commissions.

Recruitment Rates (per line, per day, 4-line minimum)

Display Impact Ads* (Per ad, per day. Requires additional purchase of minimum 7-day online combo at \$165 on initial insertion.)

Investment Group	Annual Investment Level	Recruitment Rates					Display Impact Ads*			
		Sun Only	Daily	2-7x	8-27x	28+x	1/8 pg	1/4 pg	1/2 pg	Full pg
Open	Local	\$13.92	\$10.32	\$9.51	\$6.72	\$6.33	\$2,550	\$3,550	\$4,550	\$5,550
	General (commissionable)	17.55	15.42	13.80	13.02	11.34	2,950	4,150	5,350	6,550
A	\$5,000	7.83	5.82	5.34	4.17	3.60	\$2,550	\$3,550	\$4,550	\$5,550
	10,000	7.38	5.49	5.07	3.93	3.39				
	20,000	7.17	5.34	4.95	3.84	3.27				
	30,000	6.99	5.19	4.74	3.69	3.18				
	45,000	6.90	5.13	4.68	3.66	3.15				
B	60,000	6.81	5.04	4.59	3.60	3.09				
	75,000	6.72	4.98	4.56	3.57	3.06				
	90,000	6.63	4.89	4.50	3.51	3.03				
	120,000	6.42	4.74	4.38	3.39	2.94				
	250,000	6.21	4.59	4.23	3.27	2.85				
	500,000+	6.03	4.47	4.11	3.18	2.73				

School Rates (per line, per day, 4-line minimum)

Display Impact Ads* (per ad, per day)

Investment Group	Annual Investment Level	School Rates					Display Impact Ads*			
		Sun Only	Daily	2-7x	8-27x	28+x	1/8 pg	1/4 pg	1/2 pg	Full pg
Open	Local	\$13.92	\$10.32	\$9.51	\$6.72	\$6.33	\$2,550	\$3,550	\$4,550	\$5,550
	General (commissionable)	17.55	15.42	13.80	13.02	11.34	2,950	4,150	5,350	6,550
A	\$5,000	6.93	5.13	4.71	3.66	3.15	\$2,550	\$3,550	\$4,550	\$5,550
	10,000	6.72	4.98	4.59	3.57	3.06				
	20,000	6.33	4.71	4.32	3.36	2.91				
	30,000	6.15	4.59	4.20	3.24	2.85				
B	60,000	5.97	4.47	4.05	3.15	2.73				
	120,000+	5.79	4.26	3.93	3.06	2.64				

*All Display Impact ads include a 7-day Weekly Spotlight ad on sacbee.com/careerbuilder and Job Hunt. Display Impact ads repeating within 7 days of the original insertion date will receive 50% off the package price.



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See the General Information Booklet for holiday dates and rates.

Classified Rates (per line, per day, 4-line minimum)

	Local Open Rate	Classified General Rate (commissionable)
Daily	\$10.32	\$15.42
2-7x	9.51	13.80
8-27x	6.72	13.02
28+x	6.33	11.34
Sunday Only	13.92	17.55

Feature Edition

35% off open rate (space only, not including color). Certain Sacramento Bee Feature Editions automatically appear online with an additional charge of \$25.00 per ad.

Display Impact Ads* (Per ad, per day. Requires additional purchase of minimum 7-day online combo at \$165 on initial insertion.)

	Local Open Rate	Impact Page General/Job Fair Co. Rates (commissionable)
1/8 Page	\$2,550	\$2,950
1/4 Page	3,550	4,150
1/2 Page	4,550	5,350
Full Page	5,550	6,550

*Impact page ads include a 7-day online ad on sacbee.com/careerbuilder and Job Hunt. Impact ads repeating within 7-days of the original insertion date will receive 50% off.

Repeat Ad Discounts (discount off ROP)

Daily Repeat Ad Discount **65% Off**

All ads repeating with no copy change within 6-days (Mon.-Sat.) of a full rate Sunday insertion will receive 65% off the appropriate one time rate. Ads not starting on Sunday may receive the discount as long as the run schedule includes a full rate Sunday ad. Discounts will be applied for a 6-day period.

Second Sunday Repeat Ad Discount **50% Off**

A full-rate Sunday display ad may repeat on the following Sunday for 50% off the one-time Sunday Rate. No copy changes are allowed.

Impact Page Repeat Ad Discount **50% Off**

Display impact page rates that repeat within 7-days of the original insertion receive 50% off the Impact page rate.

Job Hunt Rates

A free weekly recruitment product that is distributed to over 400 racks located in the Sacramento region and extended distribution of 55,000 non-subscriber households. 1x-4x rates apply to ads picked up from The Bee.

	1x	4x	JH Only
Line rate (per line)	\$1.59	\$1.10	\$2.17
1/8 page (per ad)	372	245	510
1/4 page (per ad)	740	485	1,015
1/2 page (per ad)	1,117	694	1,530
Full page (per ad)	1,800	1,066	2,484

Online

Sacbee.com/careerbuilder (per ad)

Include your print ad on the Sacramento region's #1 online resource for local jobs! You can enhance a 30-day posting to include details about the job and all the benefits your company has to offer! Top Jobs listings appear for 7 days on the news pages of sacbee.com.

7-day online posting	\$99
30-day online posting	250

Contract/monthly commercial online packages:

7-day online posting + Top Jobs	\$165
30-day online posting + Top Jobs	316

Top Jobs (non-contract, per ad)

\$109

Include your print ad on sacbee.com's Top Jobs section and your message will be viewed by passive job seekers reading news stories online.

Recruitment ROP/Job Hunt Color Rates

(per line, per day - subject to availability) Minimum ad size for color is 56 lines.

Lines	Color
1471+	\$1.00
210-1470	1.25
112-209	1.50
56-111*	1.50

*One color, only, offered for display ads 56-111 lines. Full color not available for ads in this size range.

Public Sector Jobs

Minimum 8" ad is \$6.99 per line + \$165 for a 7-day or \$316 for a 30-day sacbee.com/careerbuilder & Top Jobs package.

Special Theme Pages

Minimum 4". \$7.83 per line + \$165 for the sacbee.com/careerbuilder and Top Jobs.

Small Business & Church/Charity Rate

Small business rate applies to a company with 10 employees or less. Proof must be supplied by either payroll worksheets or quarterly tax reports. The Church/Charity rates are subject to prior management approval.

Sunday	\$6.96
Daily	5.16
2-7x	4.74
8-27x	3.66
28+x	3.18



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Job Fair Company/Recruitment Event Rates

(per line, per day, 4-line minimum)

1x Daily	\$22.26
2-7x	19.80
8-27x	18.63
28+x	16.74
Sunday Only	23.49

Advertising which portrays, promotes or includes any reference to another medium or to a Job Fair is subject to approval by The Bee prior to publication. If approved, such advertising will be charged the Job Fair rate.

Career Expo (per package)

Platinum Plus Package	\$5,100
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1/4 page ad* in The Bee & Job Hunt. 20 x 8 ft. booth in prime corner location. 30-day Virtual Career Expo package, including online banner ad.

Platinum Package	\$2,700
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3x6" page ad* in The Bee & Job Hunt, 20 x 8 ft. booth in prime corner location, 30-day Virtual Career Expo package.

Gold Package	\$1,650
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3x4" ad* in The Bee & Job Hunt. 10 x 8 ft. booth, 30-day Virtual Career Expo package.

Silver Package	\$999
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2x3" ad* in The Bee & Job Hunt. 10 x 8 ft. booth, 30-day Virtual Career Expo package.

*lines over the minimum ad size will be charged at the appropriate special section or contract rate, whichever is lower.

Special Products

	Mon-Thurs	Fri-Sun
Classified Index Anchor Ads (includes color and online)*	\$2,500	\$3,000
Category Sponsorship Ads	\$100	\$150

*(Discount Plans Available)

Employer of the Week Online Package

Receive sacbee.com/careerbuilder home page exposure for 1-3 weeks to promote your "hot" job openings or company hiring event. In addition, a banner ad and a Weekly Spotlight tile ad appear throughout the pages of sacbee.com/careerbuilder.

Online Only Rates Print Ad Combo Rates*

1 Week	\$1,000	\$650
2 Consecutive Weeks	1,800	750
3 Consecutive Weeks **	2,100	850

*Print Ad Combo Rates are available for advertisers who purchase an 1/8 page or larger display ad in the Sunday CareerBuilder section. Qualifying display ad must run in the same week as Employer of the Week Package. Employer of the Week package will be scheduled on a first come, first served basis. **3 week maximum

Holiday Combo Package

Run a display ad two consecutive Sundays that includes a Sunday prior to a holiday and your ad will be repeated on the actual holiday at no charge. Qualifying holidays: New Year's Day, President's Day, Easter (free ad will run the Monday after), Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.

Retail/Classified Special Section Pick-Up Rate

Pick-up rate: \$1.90 per line for liners and displays. Section only: Special Section rate or Contract rate, whichever is lower.

Super Size Special

Double the size of a full-priced Sunday display or multi-column ad and pay the same price. Must be used for an ad repeating from one Sunday to the next.

CareerBuilder Front Page Print Ads

Front Page (6 ROP col. X 4")	\$2,965
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2nd Section Front /Back Page (10 col. X 4")	\$2,555
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Sunday full color spots include Job Hunt and a 7-day Weekly Spotlight tile ad on sacbee.com. *Can also be located on the back pages of the first section of the CareerBuilder section

Friday Ticket CareerBuilder Section (per line, per day)

Pick up your help-wanted ad into Friday Ticket and reach a highly desirable, passive audience. **Pick-up Rate \$2.50**

Referral Rate (per line)	\$3.03
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Secondary ad copy (min. 4 lines) placed in an alternate location to refer to main ad.

Bold (per line, per day)	\$.60
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Bee Box (15-day rental)	\$75
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Use for confidential responses to your recruitment advertising. Responses can be mailed directly to you or picked up at the front counter of The Sacramento Bee.

Meet-the-Employer Packages

1/2 Page Color Ad (front page)	\$6,165
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Includes 1/2 page advertorial and a 7-day online combo

1/2 Page Ad (inside)*	5,165
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Includes 1/2 page advertorial and a 7-day online combo

*color if available

1/4 Page Ad (inside)*	4,165
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Includes 1/4 page advertorial and a 7-day online combo

*color if available